



COMMUNICATIONS REPORT

AUGUST 2020

WESTMINSTER-HATTIESBURG.COM

JULY—131 CLICKS

1.43K IMPRESSIONS

JUNE—149 CLICKS

1.26K IMPRESSIONS

MAY—146 CLICKS

1.15K IMPRESSIONS

APRIL—221 CLICKS

1.05K IMPRESSIONS

WHAT IS A CLICK?

For most result types, any click that sends the user to a page outside of Google Search is counted as a click, and clicking a link that stays inside search results is not counted as a click.

Clicking a search result to an outside page, returning, then clicking the same link again counts as only one click. Clicking a different link counts as a click for each link clicked.

WHAT IS AN IMPRESSION?

A link URL records an impression when it appears in a search result for a user. Whether or not the link must actually be scrolled into view or otherwise visible depends on the type of search element that contains the link, as described later.

AVERAGE NUMBER OF MONTHLY VISITORS

- 2019—1,100
- 2020—1,650 **↑ 50%**

SINCE THE MARCH 17 “SAFER IN PLACE” ORDER:

The Westminster Standard has moved from a monthly, printed periodical to a weekly, e-mailed communications tool.

- Email “subscribers” on March 15—123
- Email “subscribers” on August 2—183 **↑ 48%**

Church contact information and calendar was added to:

- visitHBURG.com (Visit Hattiesburg)
- hattiesburgms.com (City of Hattiesburg)
- hubcityspokes.com (The Pine Belt News)

Video services have transitioned from YouTube to Facebook to accommodate live weekly broadcast of Sunday Services.

AVERAGE NUMBER OF VIEWS EACH MONTH

MARCH	APRIL	MAY	JUNE	JULY	AUGUST
681	612	363	281	345	219



on facebook

WORSHIP SERVICE VIEWS

8/2	218
7/26	357
7/19	459
7/12	265
7/5	299
6/28	244
6/21	219
6/14	336
6/7	327
5/31	392
5/24	320
5/17	357
5/10	355
5/3	392
4/26	771
4/19	593
4/12	552
4/5	532
3/29	582
3/22	464
3/15	998

March 14, 2020—Page Followers: 592

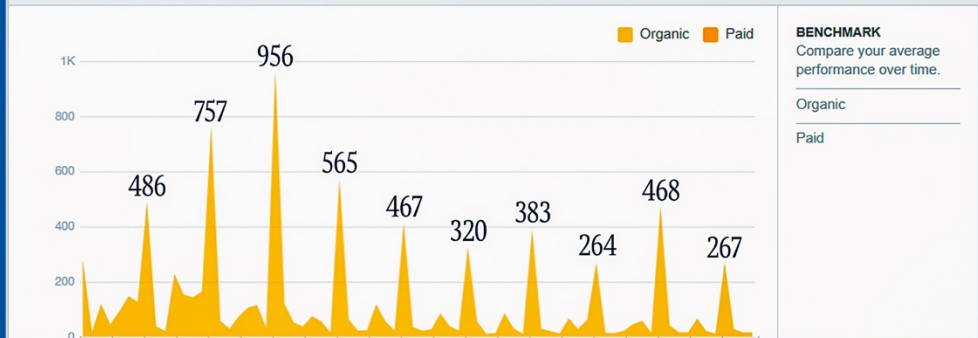


August 7, 2020—Page Followers: 670 ↑13.17%



Post Reach 3/15—8/7

The number of people who saw any of your posts at least once. This metric is estimated.



Total Reach 3/15—8/7

The number of people who saw any content from your Page or about your Page. This metric is estimated.

